

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2015/2016

**BMK2044-MARKETING COMMUNICATION**  
(All sections / Groups)

3 JUNE 2016  
9.00am-11.00am  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page).
2. Answer **ALL** the questions.
3. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

### **QUESTION 1**

The role and importance of sales promotion in companies' integrated marketing communications programs have increased dramatically over the past decade. Discuss **FIVE** reasons for the increased spending on sales promotion.

**(Total 20 marks)**

### **QUESTION 2**

Although advertisers have long recognized the value of using celebrities to endorse their products and services, a number of factors must be considered in using celebrities as a spokesperson or endorser. Discuss any of the **FIVE** factors.

**(Total 20 marks)**

### **QUESTION 3**

The Major Selling Idea is an important part of creative strategy for the ad campaign. There are **FOUR** different approaches that can be used for developing major selling ideas. Discuss all these approaches with an appropriate example.

**(Total 20 marks)**

### **QUESTION 4**

Behavioral learning theory emphasizes the role of external or environmental stimuli in causing behavior while minimizing the significance of internal psychological processes. There are two major behavioral learning approaches. Discuss these **TWO** approaches with examples.

**(Total 20 marks)**

### **QUESTION 5**

The direct marketing activities can be supported by the elements of the promotional mix. Discuss the statement.

**(Total 20 marks)**

**End of page.**